

**BUS 239A - Marketing***3 Credits, 3 hours*

The student is introduced to the highly dynamic field of marketing. Marketing is based on the premise that successful marketing of goods, services and ideas is fundamental to the functioning of our society. The major focus of the course is on understanding marketing, analyzing marketing opportunities and planning marketing strategies related to product, promotion, price and place.

## Instructor

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## Office Hours

Monday	3:00 pm – 3:20 pm
Tuesday	5:00 pm – 6:20 pm
Wednesday	5:00 pm – 6:20 pm
Thursday	5:00 pm – 6:20 pm

## Hours of Instruction

Monday's	3:30 pm – 5:00 pm
Wednesday's	3:30 pm – 5:00 pm

## Required Resources

Marketing © 2017 by Frederick Crane, Roger Kerin, Steven Hartley, William Rudelius 10th Edition ISBN # 9781259272257 • 1259272257

## Course Outcomes

Upon successful completion of this course, the student shall be able to:

- 1. Explain the role of marketing in meeting the needs and wants of customers**
  - Discuss the key elements to creating value in customer-focused marketing strategy.
  - Explain how the marketing function interacts with its internal and external partners to create value.
  - Examine the role of 'enlightened marketing' in building value for customers and consumers.
  - Analyze the marketing environment for factors that affect an organization's ability to serve its customers and stakeholders.
- 2. Examine the methodology used to select target markets and build profitable relationships with them.**
  - Explain the relative importance of marketing information systems.

- Relate factors influencing buying behaviour to the buying decision process and adoption rates.
  - Discuss the major bases for segmenting consumer and business markets.
  - Explain how companies identify attractive market segments and choose a target market.
  - Analyze how organizations position their market offering to build a competitive advantage.
- 3. Analyze product, service and distribution decisions made by organizations to create time, place and form utility.**
- Examine decisions that organizations make regarding individual products, brands, lines and assortments.
  - Contrast product marketing to the marketing of services based on the unique characteristics of services.
  - Debate the value added of distribution channels to organizations and customers.
- 4. Differentiate pricing and integrated marketing communication decisions.**
- Relate the internal and external factors affecting pricing decisions to customer perceptions of price and value.
  - Differentiate between each promotions mix tool in an integrated marketing communications plan.
  - Recommend price, promotion and distribution alternatives based on product life cycle considerations.
  - Discuss the role of sales representatives in creating value and building customer relationships.

## Evaluation

Midterm Examination I .....	20%
Midterm Examination II .....	25%
Individual Ad assessment .....	5%
Group Research Project / Presentation .....	20%
Final Exam .....	30%
TOTAL.....	100%

## Grading System

Descriptor	Alpha Grade	4.0 Scale	Percent
Excellent	A+	4.0	> 93.9
	A	4.0	87 – 93.9
	A-	3.7	80 – 86.9
Good	B+	3.3	77 – 79.9
	B	3.0	74 – 76.9
	B-	2.7	70 – 73.9
Satisfactory	C+	2.3	67 – 69.9
	C	2.0	64 – 66.9
	C-	1.7	60 – 63.9
Poor	D+	1.3	57 – 59.9
<b>Minimum Pass</b>	D	1.0	50 – 56.9
Failure	F	0.0	< 50

*A grade of C- is required for progression or transfer.*

Proposed Schedule of Topics

WEEK	TOPIC
1	<b>Chapter 1</b> Creating Customer Value, Relationships, and Experiences Through Marketing
2	<b>Chapter 2</b> Developing Successful Marketing Strategies <b>Chapter 3</b> Scanning the Marketing Environment
3	<b>Research Project – Topic / Outline</b> <b>Chapter 4</b> Ethics and Social Responsibility for Sustainable Marketing <b>Chapter 5</b> Consumer Behaviour
4	<b>Chapter 6</b> Understanding Organizations as Customers <b>Chapter 7</b> Reaching Global Markets
5	Midterm Examination I ..... 20%
6	<b>Chapter 8</b> Marketing Research: From Information to Action <b>Chapter 9</b> Market Segmentation, Targeting, and Positioning
7	<b>Chapter 10</b> Developing New Products and Services <b>Chapter 11</b> Managing Products and Brands
8	<b>Chapter 12</b> Managing Services <b>Chapter 13</b> Pricing Products and Services
9	Midterm Examination II ..... 25%
10	<b>Chapter 14</b> Managing Marketing Channels and Supply Chains <b>Chapter 15</b> Retailing
11	<b>Chapter 16</b> Integrated Marketing Communications and Direct Marketing <b>Chapter 17</b> Advertising, Sales Promotion, and Public Relations
12	<b>Chapter 18</b> Personal Selling and Sales Management
13	<b>Chapter 19</b> Pulling It All Together: The Strategic Marketing Process <b>Chapter 20</b> Using Social Media and Mobile Marketing to Connect with Consumers
14	<b>Research Project – Presentations..... 20%</b>
15	<b>Final Comprehensive Examination.....30%</b>

**Please Note:**

Date and time allotted to each topic is subject to change.

Individual Ad Assessment – 5%

Find an ad somewhere. In one page, double spaced, 12 pt font, critically assess it, keeping in mind the following questions. Once completed (and proofed), print and attach ad to hand in by the end of Week 10.

1. Who is it targeting?
2. What are they selling?
3. How are they selling it?
4. Is it a product or service?
5. In your opinion, will this ad be effective?

## Group Research Project/Presentation – 20%

In groups of 4, choose a few topics of interest as they relate to this course. Find current (within 2 years) information about each and pick one that seems the most interesting to the group and will be viewed as interesting by the class. This topic must be approved by your instructor prior to preparation. Once completed, your group will present their findings to the class in Week 14. More information will be provided throughout the semester.

## Performance Requirements

### Student Responsibilities

It is your responsibility as a student to contact the Office of the Registrar to complete the forms for Withdrawal or Change of Registration, and any other forms. Please refer to the list of important dates as noted in the Academic Schedule in the Keyano College credit calendar.

More specific details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

### Student Attendance

Class attendance is essential for three reasons:

First, class attendance maximizes students learning experience and allow them to learn topics raised by students in the classroom and not discussed in the textbook or on Moodle. These topics will come in tests.

Second, attending class is a good way to keep informed of matters relating to the administration of the course (e.g., the timing of assignments and exams).

Third, it is essential to develop a sense, habit and attitude of punctuality and foreplanning for it is a necessary skill required for your success in your future career.

Ultimately, you are responsible for your own learning and performance in this course.

It is the responsibility of each student to be prepared for all classes. Students who miss classes are responsible for the material covered in those classes and for ensuring that they are prepared for the next class, including the completion of any assignments and / or notes that may be due.

### Academic Misconduct

Students are considered to be responsible adults and should adhere to principles of intellectual integrity. Intellectual dishonesty may take many forms, such as:

- Plagiarism or the submission of another person's work as one's own
- The use of unauthorized aids in assignments or examinations (cheating)
- Collusion or the unauthorized collaboration with others in preparing work
- The deliberate misrepresentation of qualifications
- The willful distortion of results or data
- Substitution in an examination by another person
- Handing in the same unchanged work as submitted for another assignment
- Breach of confidentiality.

The consequences for academic misconduct range from a verbal reprimand to expulsion from the College. More specific descriptions and details are found in the Student Rights and Student Code of Conduct section of the Keyano College credit calendar. It is the responsibility of each student to be aware of the guidelines outlined in the Student Rights and Student Code of Conduct Policies.

In order to ensure your understanding of the concept of plagiarism, you must successfully complete the online tutorial found on [ilearn.keyano.ca](http://ilearn.keyano.ca). Then print the certificate, sign it, and show it to each of your instructors. Your course work will not be graded until you show this signed certificate.

## Specialized Supports

### **Counselling and Accessibility Services**

Counselling Services provides a wide range of specialized counselling services to prospective and registered students, including personal, career and academic counselling.

### **SKILL Centre**

The SKILL Centre is a learning space in the Clearwater Campus at Keyano College where students can gather to share ideas, collaborate on projects and get new perspectives on learning from our tutorial staff.

The SKILL Centre, through a variety of delivery methods, provides assistance in skill development to Keyano students. Assistance is provided by instructors, staff and student tutors. Individuals wishing to improve their mathematics, writing, grammar, study, or other skills, can take advantage of this unique service.